

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Special Meeting
Monthly Arts Square Fair Subcommittee
Friday, August 22, 2014
8:30 a.m.
Minutes**

Present: Chair Janet Jones, Kim Bova, and Connie Neal

Staff: Kathleen Paterson

1. Call to order

Janet Jones called the meeting to order at 8:35 a.m.

2. Public comment

There was no public comment.

3. Approve minutes

Because there was not a quorum, the minutes of the July 25 2014 and July 30, 2014 were accepted by consensus.

4. Action Items for August 22 Square Fair

A. Lighting decision:

Ms. Paterson reported that research had been completed by Ms. Neal, Ms. Paterson, and additional input from LSP (Local Stage Productions). Cynthia van Zelm and Ms. Paterson tested the options in a simulated vendor booth and determined that we should hire LSP to light the fair. There will be bistro lights (as at the previous Square Fair) plus each booth will be lit by individual lights. This is the eve that new students will be coming to campus with parents. We want to put on a first-class event. The lighting will cost \$640 and will be paid from the MDP Events Budget. Ms. Paterson has emailed the vendors concerning the lighting decisions and has suggested that if they wish additional lights, they should bring their own.

B. Volunteers:

The firefighters will not be available, so additional volunteers are required. Ms. Paterson will work on recruiting volunteers via email today.

C. Vendors:

Ms. Paterson attached a list of all vendors, noting two new ones.

5. Publicity report

Ms. Paterson noted that she has sent out press releases and notifications via email. It is discouraging as these are often not picked up by the media. In addition, she has printed more flyers for distribution, primarily at the UCONN Bookstore and Storrs Center.

6. Other Items:

Weather: The weather report was discussed. It was determined that there was no great threat of rain. If vendors felt at risk, then they would make individual decisions.

7. Adjourn:

The meeting was adjourned at 9:15.

Next Meeting: August 22, 2014

Minutes submitted by Janet Jones